

Aircel Allows Users to Customise Tariff Plans

Lets prepaid users design voice, data & SMS plans to attract new subscribers

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Postpaid and prepaid subscribers of Aircel's telecom services can now create their own voice, messaging and data plans as per their usage patterns after the telco launched its 'design your own plan' service.

Last year, India's No. 1 carrier Bharti Airtel and No. 3 Idea Cellular had rolled out similar initiatives, called 'my plan' and 'i-plan' respectively, for their postpaid customers in the country.

The latest service would allow Aircel to attract new prepaid customers to use its network, since it is the only operator which offers customised tariff plan for prepaid subscribers.

Industry-wide, prepaid customers make up more than 90% of the total customer base of all mobile

phone companies in India

The telco would also be looking to increase its postpaid customer base, besides aiming for higher revenue, since the average revenue from a postpaid customer is three to four times higher than a pre-paid customer.

Aircel, majority-owned by Malaysia's Maxis, had some 72 million users as on May-end and trails top operators Bharti Airtel, 208 million; Vodafone India, 168 million and Idea Cellular, 137 million.

"Customers understand their communication needs and we would like to empower them with the freedom of choosing a plan of their choice," Anupam Vasudev, chief marketing officer, Aircel, said in a statement.

The telecom operator's customers can log on to www.aircel.com, to create voice, messaging and data plans, as per their need through the Plan Designer tool.

The company added that customers can re-design the plan or add extra packs based on their need at any time.

The service is available for existing Aircel customers and those who want to opt for the telecom operator's services.